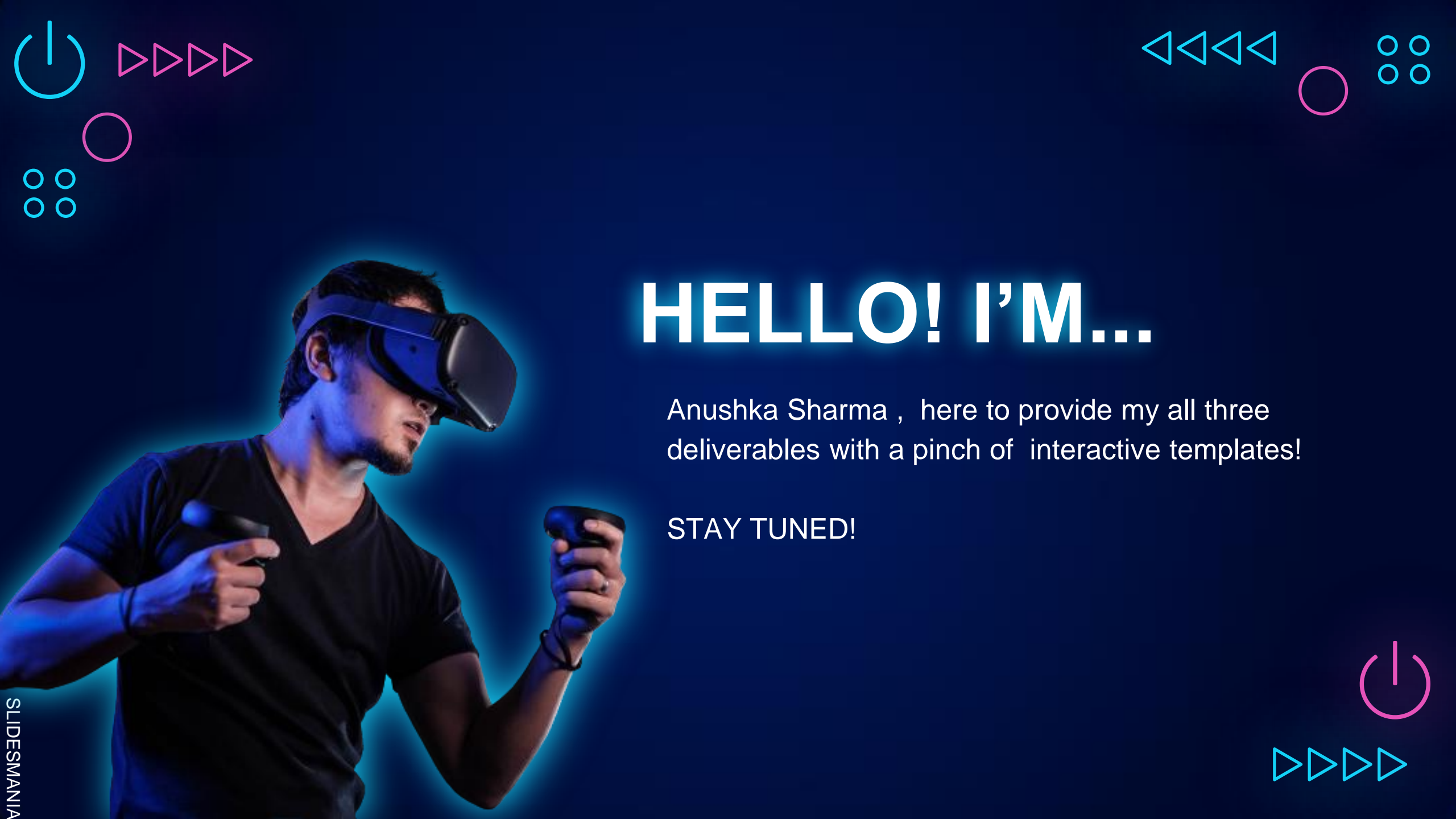


Improve communication strategies of open mapping initiatives for humanitarian purposes



HELLO! I'M...

Anushka Sharma , here to provide my all three deliverables with a pinch of interactive templates!

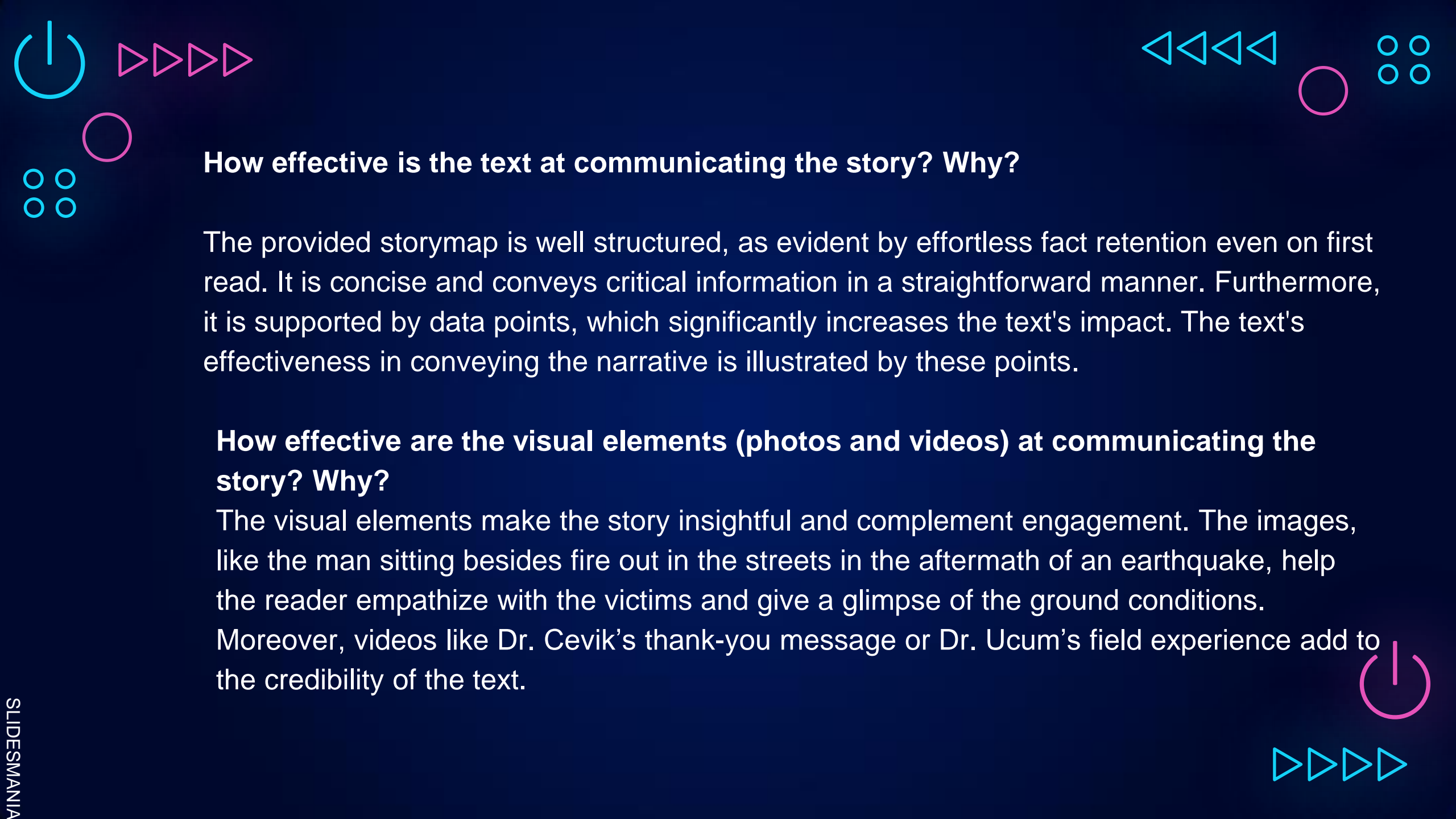
STAY TUNED!



DELIVERABLE 1

What's the core message of this Storymap? Was it easy to understand or did you have difficulty understanding certain parts?

This storymap's core message emphasizes adapting to the environment and constructing infrastructure while keeping natural calamities that could affect it in mind as part of the “**Bouncing Forward**” ideology. OSM, coupled with the use of data analysis, is the core concept in the "Bouncing Forward" strategy. It makes a significant contribution by transforming mere numbers into visually appealing maps. Yes, the entire story is simple to understand owing to a variety of visual aids.

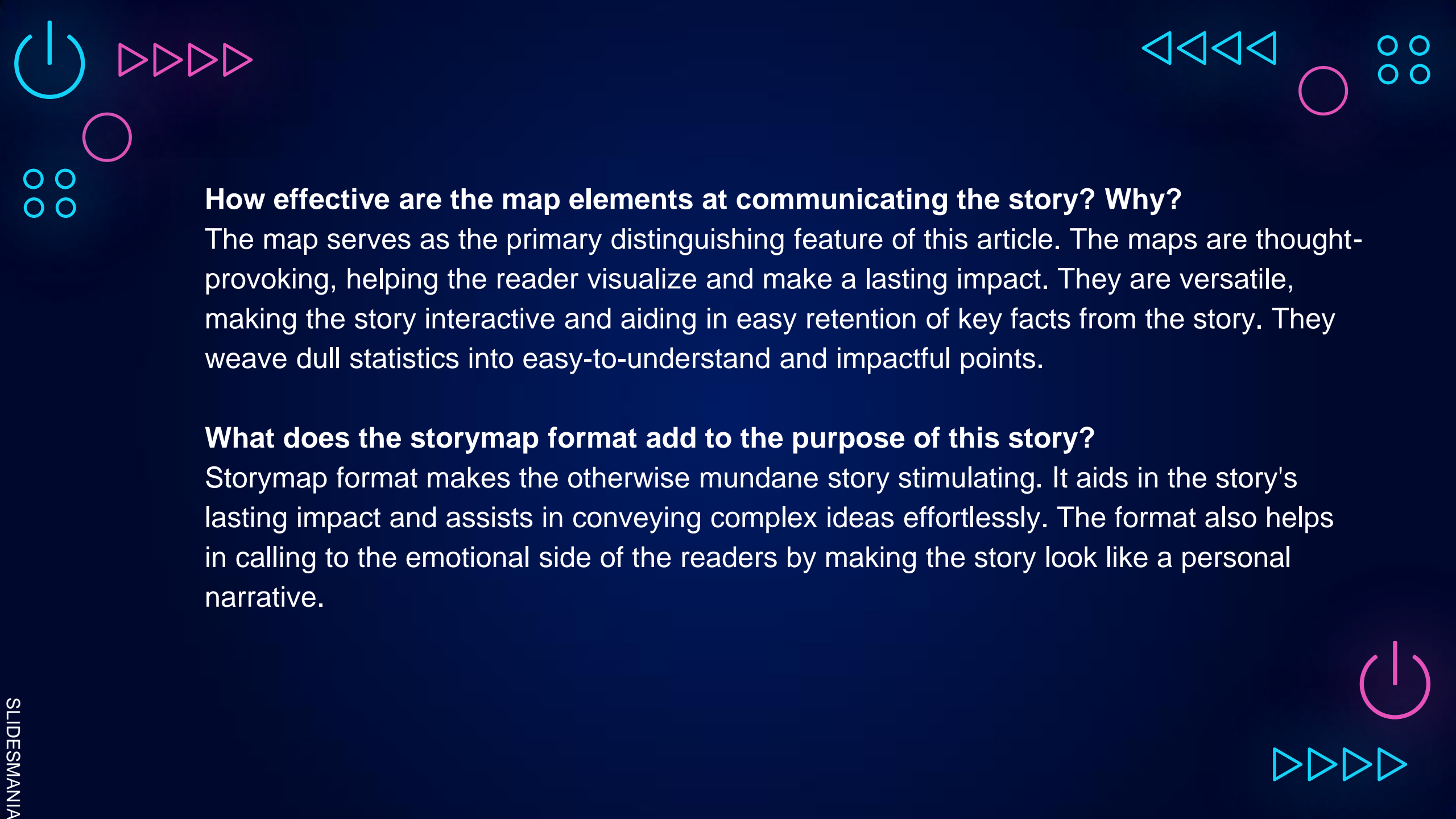


How effective is the text at communicating the story? Why?

The provided storymap is well structured, as evident by effortless fact retention even on first read. It is concise and conveys critical information in a straightforward manner. Furthermore, it is supported by data points, which significantly increases the text's impact. The text's effectiveness in conveying the narrative is illustrated by these points.

How effective are the visual elements (photos and videos) at communicating the story? Why?

The visual elements make the story insightful and complement engagement. The images, like the man sitting besides fire out in the streets in the aftermath of an earthquake, help the reader empathize with the victims and give a glimpse of the ground conditions. Moreover, videos like Dr. Cevik's thank-you message or Dr. Ucum's field experience add to the credibility of the text.



How effective are the map elements at communicating the story? Why?

The map serves as the primary distinguishing feature of this article. The maps are thought-provoking, helping the reader visualize and make a lasting impact. They are versatile, making the story interactive and aiding in easy retention of key facts from the story. They weave dull statistics into easy-to-understand and impactful points.

What does the storymap format add to the purpose of this story?

Storymap format makes the otherwise mundane story stimulating. It aids in the story's lasting impact and assists in conveying complex ideas effortlessly. The format also helps in calling to the emotional side of the readers by making the story look like a personal narrative.



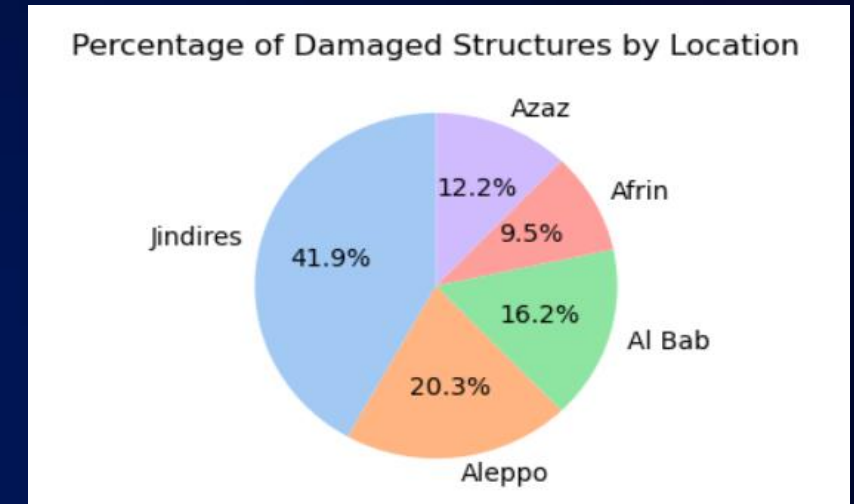
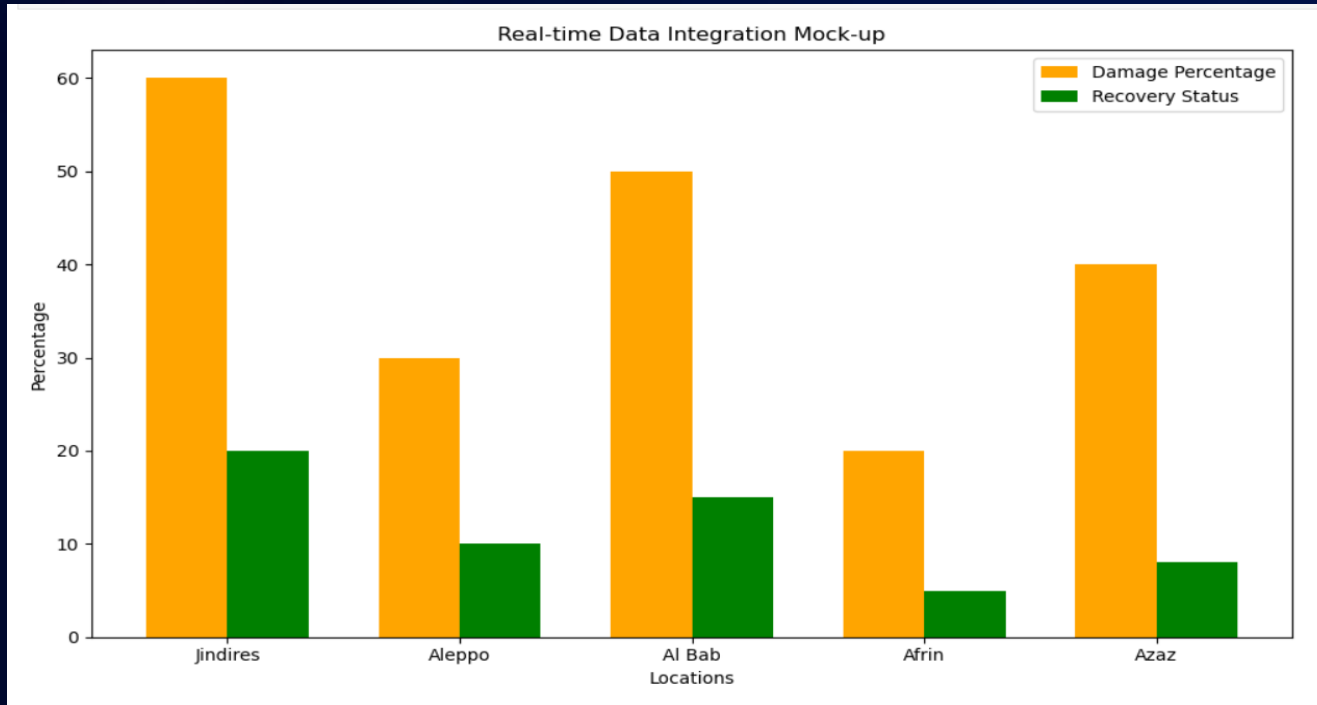
How would you improve it?

If I were to alter anything in the provided storymap, it would be the recommendations section. Up until that section, I found myself engrossed in the story and not losing any attention, but while reading the recommendations section, I found myself dozing off topic and having difficulty completing it in a single read. Although the content is accurate, I plan to modify the way it is presented. Firstly, to enhance the impact of the suggestions about adapting to natural calamities, it would be more effective to include images, videos, or simulations of the constructions, rather than relying solely on long texts. Secondly, adding statements from locals who have already adapted to the "bouncing forward" strategy about its advantages would enhance its credibility.

Some improvements with visual presentations are given as follows:



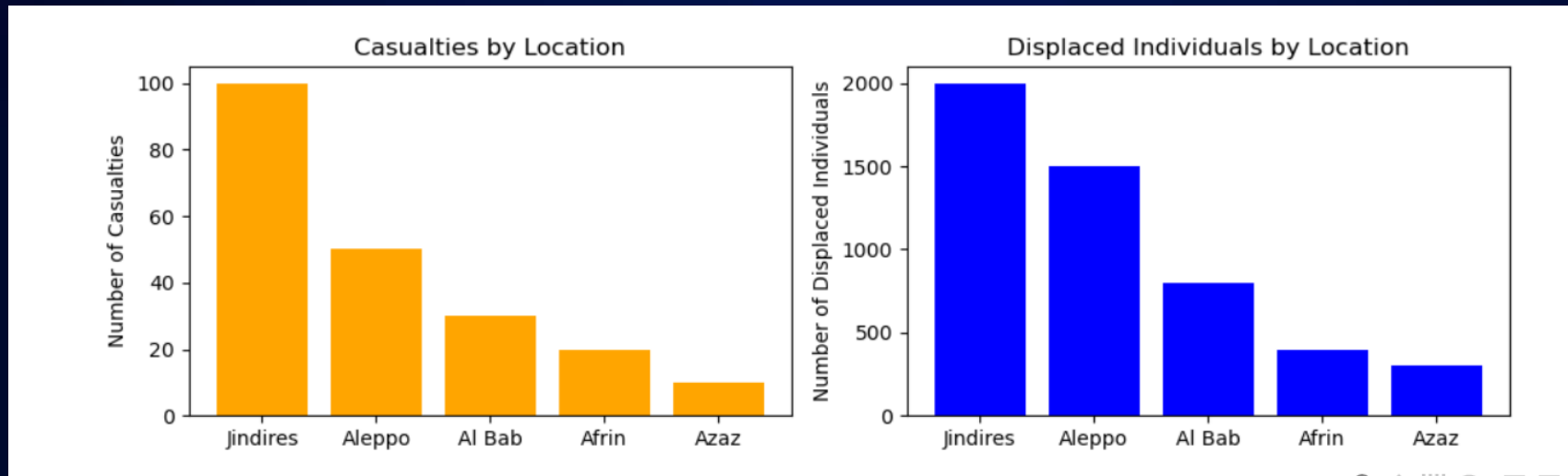
Gaps demonstrated through visuals



Lack of Real-time Data Integration

Real-time updates help users to be updated about the present situation of recovery initiatives. For authorities as well as humanitarian organizations, this can impede quick decisions made.

Gaps demonstrated through visuals



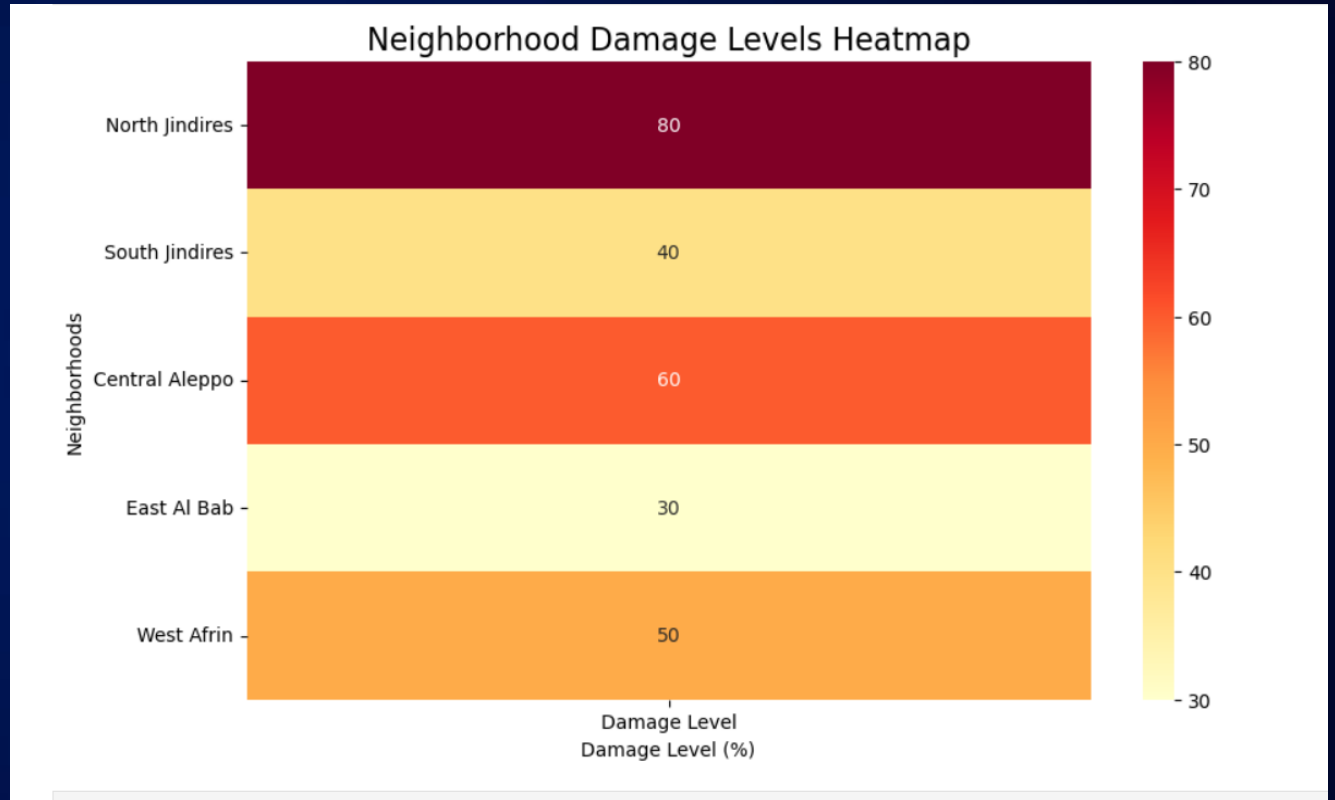
Inadequate Focus on Human Impact

The StoryMap does not focus on the human side of the event, such as injuries, displacements, and emotional stories. Personal accounts, victim interviews, and films could help to connect with the audience and stress the gravity of the problem.

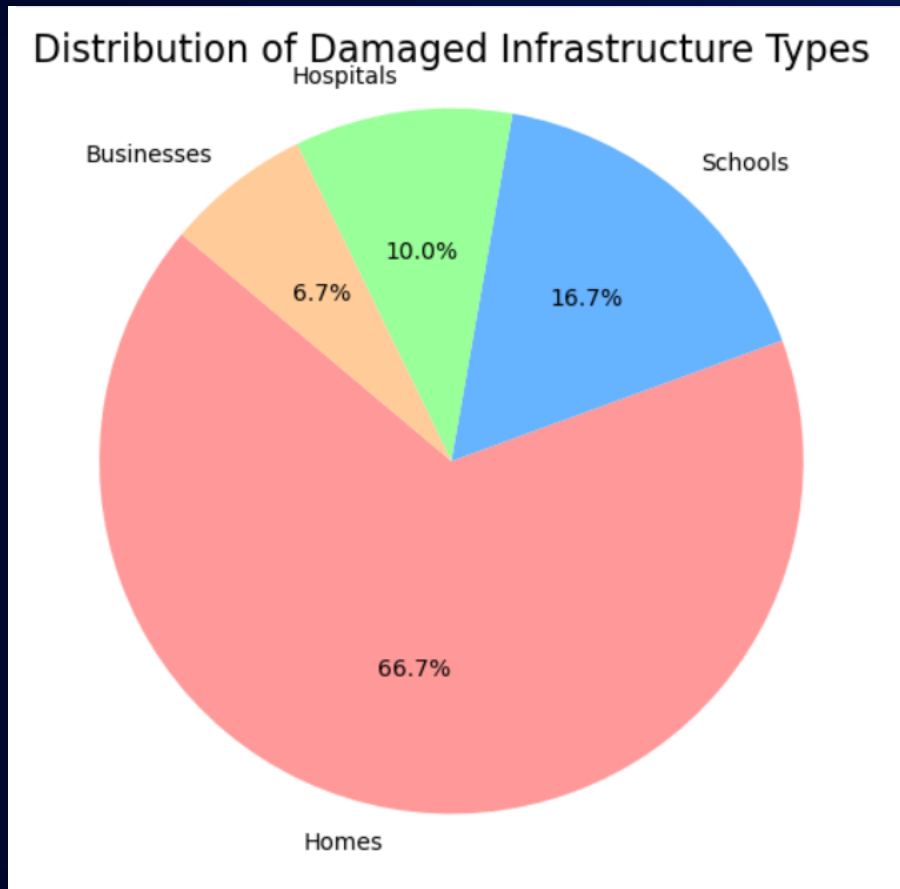
Gaps demonstrated through visuals

Data Granularity

The current data is too broad and lacks detail, which can result in inadequate recovery planning. A neighborhood-level analysis would enable groups to better target their efforts, benefiting those in greatest need.



Gaps demonstrated through visuals



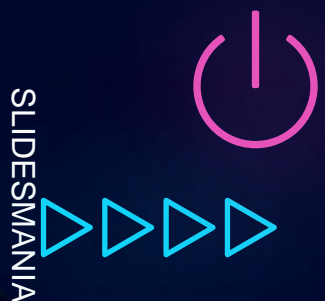
Missing Data on Infrastructure Types

Crucially for prioritizing recovery efforts, the StoryMap leaves out the kinds of buildings impacted—houses, hospitals, schools, etc.). Comprehensive knowledge on different infrastructure forms will enable focused actions depending on urgency.



DELIVERABLE 2

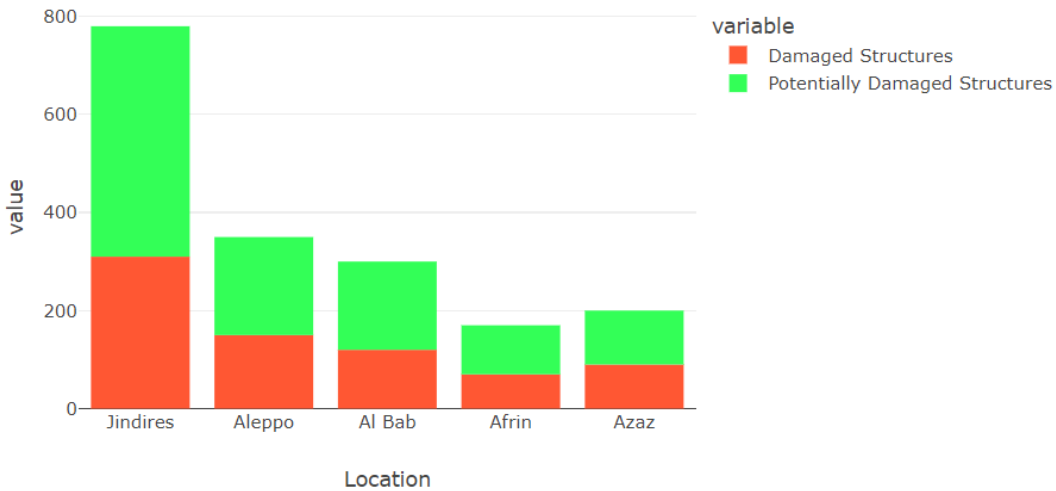
(From the Storymap, identify a section of the text that contains key metrics and create a visual representation that conveys the same information.)



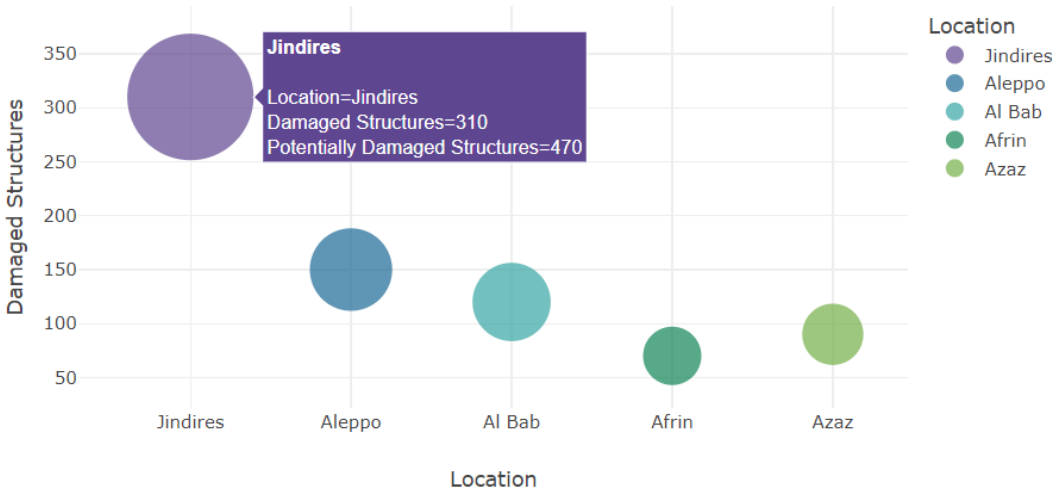
— Irene M. Pepperberg

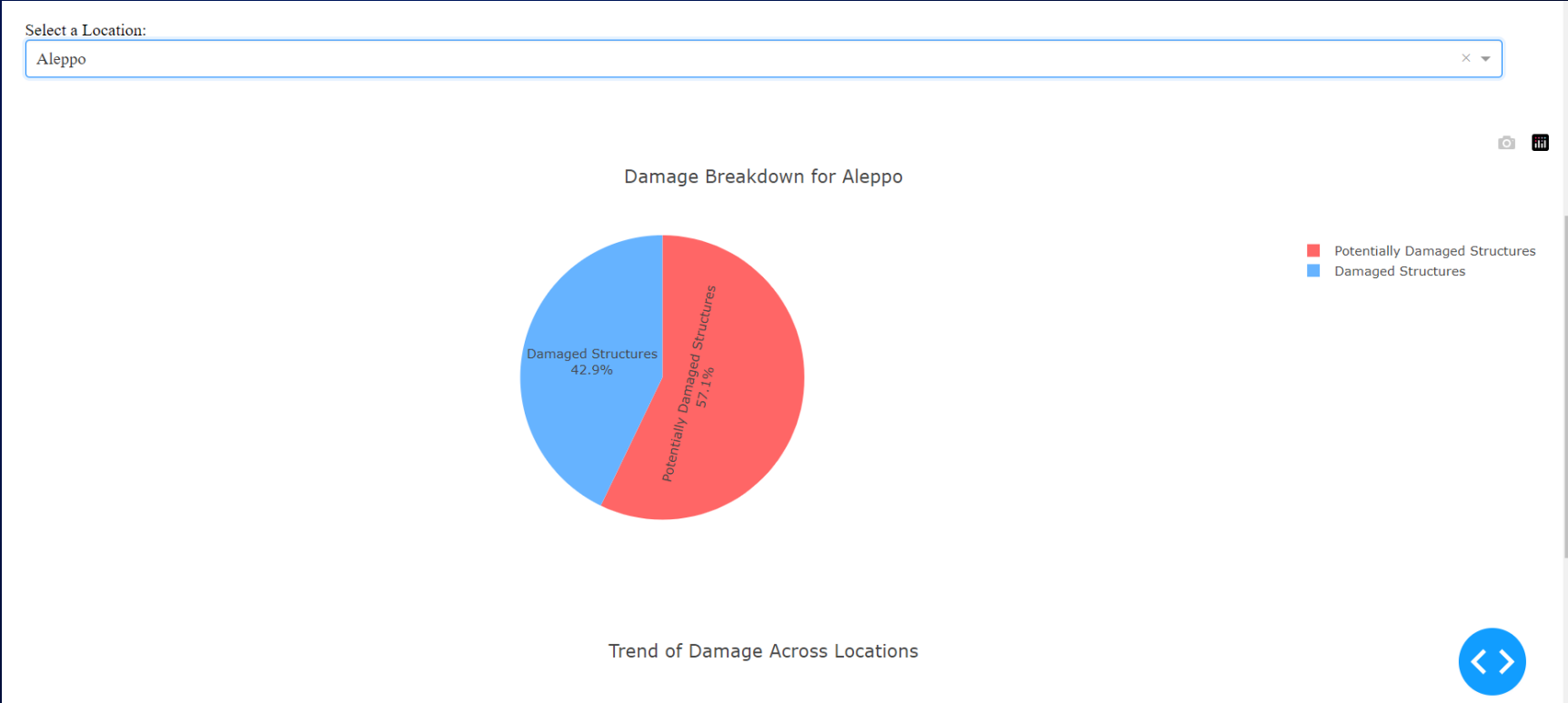
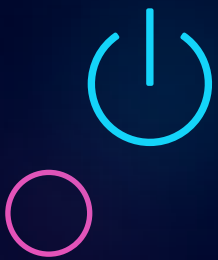
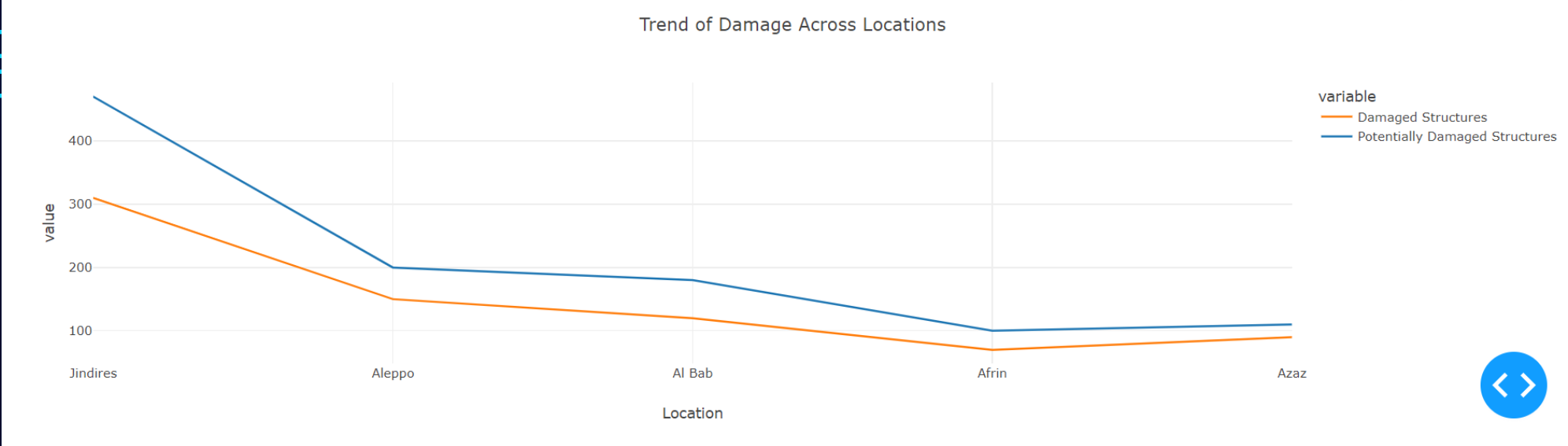
Earthquake Damage Assessment in Syria

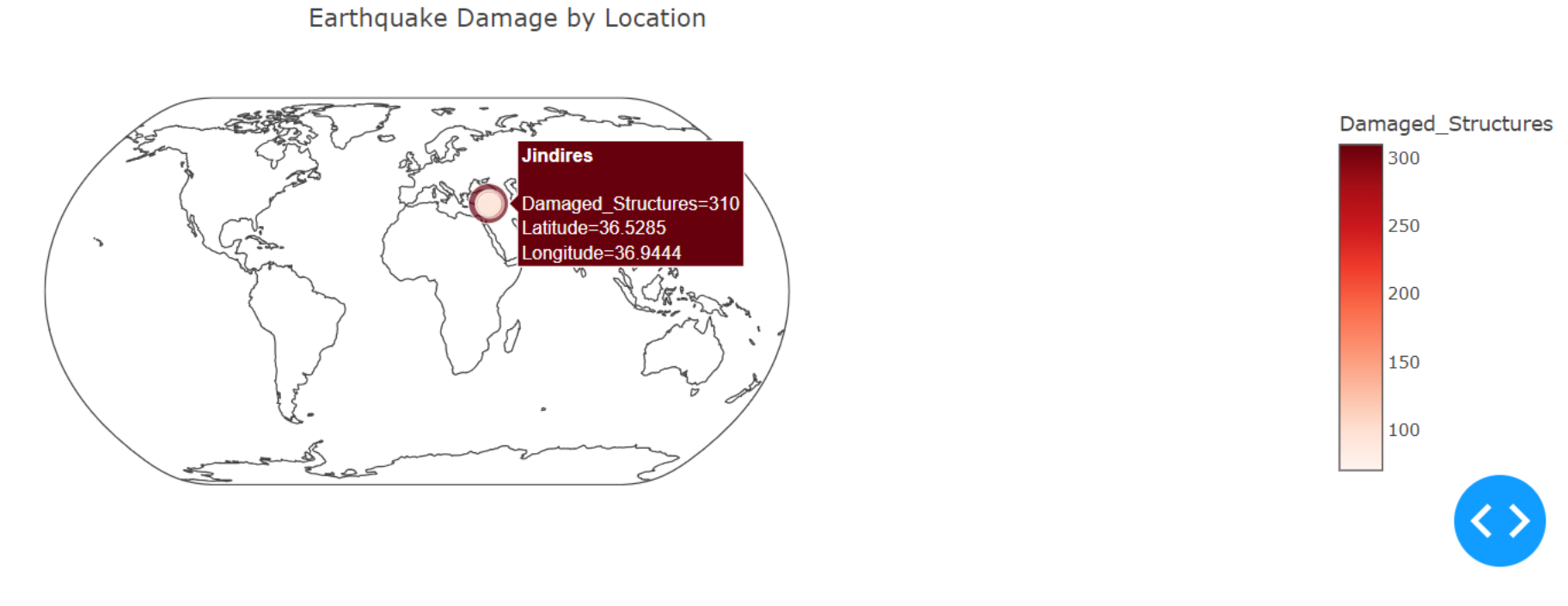
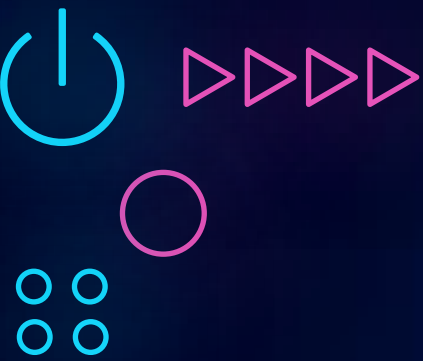
Comparison of Structures Affected



Bubble Chart of Damaged vs Potentially Damaged Structures









THANK YOU!

